## WHAT IS CLAIMED IS:

1. An information processing apparatus comprising:

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a display device capable of changing a display brightness;

means for detecting a peripheral illuminance of the display device;

means for setting the display brightness of the display device in accordance with the detected illuminance;

means for correcting the set display brightness; and

means for changing a brightness correction amount corrected in accordance with the detected illuminance.

- 2. An apparatus according to claim 1, wherein the means for setting the display brightness determines the brightness of the display device on the basis of a predetermined brightness setting pattern which defines a brightness change amount in a change of illuminance, and sets the display brightness of the display device in accordance with the illuminance detected by the means for detecting the illuminance.
- 3. An apparatus according to claim 2, wherein the means for changing the correction amount comprises correction brightness setting patterns in which the brightness change amount to the change in illuminance is changed stepwise from the predetermined brightness

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setting pattern at a predetermined ratio, and means for selecting one of the correction brightness setting patterns, and the means for correcting corrects a variable brightness amount to the change in illumination by means for adjusting the display brightness in accordance with the brightness change amount to the change in illuminance that is defined in the selected correction brightness setting pattern.

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- 4. An apparatus according to claim 3, wherein the means for setting the display brightness has a plurality of sets of correction brightness setting patterns for respective brightness conversion characteristics, and the means for selecting further comprises a graphic user interface which is displayed on the display device so as to be able to select each of the plurality of sets of correction brightness setting patterns prepared in the means for setting.
- 5. An apparatus according to claim 4, wherein the graphic user interface displays a graph of each set of correction brightness setting patterns to be selected by the means for selecting, so as to be able to select each set.
- 6. An apparatus according to claim 5, wherein the means for selecting includes means for performing, by predetermined key input operation, selection of the set of correction brightness setting patterns and selection of a correction brightness setting pattern in the

selected set.

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7. An information processing apparatus comprising:

a display device capable of changing a display brightness;

means for detecting a peripheral illuminance of the display device;

means for setting the display brightness of the display device in accordance with the illuminance detected by the illuminance means for detecting;

means for changing the display brightness within a predetermined brightness range using the set display brightness as a reference; and

means for determining the predetermined brightness range changed by the means for changing in accordance with the detected illuminance.

8. An apparatus according to claim 7, further comprising

means for storing a plurality of correction patterns which define the predetermined brightness range,

means for selecting a correction pattern from the plurality of patterns, wherein

the means for determining the predetermined brightness range determines the predetermined brightness range in accordance with the correction pattern selected by the means for selecting and the

illuminance detected by the means for detecting.

- 9. An apparatus according to claim 7, wherein the means for changing can change the brightness stepwise with a predetermined change width within the predetermined brightness range.
- 10. An apparatus according to claim 9, wherein the predetermined change width is changed in accordance with the illuminance.
- 11. An information processing apparatus10 comprising:

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a display device capable of changing a display brightness;

means for detecting a peripheral illuminance of
the display device;

means for setting the display brightness of the display device in accordance with the illuminance detected by the illuminance means for detecting;

means for changing the display brightness with a predetermined brightness width using the set display brightness as a reference; and

means for determining the predetermined brightness width changed by the means for changing in accordance with the detected illuminance.

12. A brightness adjustment method for a display device capable of changing a display brightness, comprising:

acquiring a peripheral illuminance of the display

device:

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setting the display brightness of the display device in accordance with the acquired illuminance; correcting the set display brightness; and changing a brightness correction amount corrected in accordance with the acquired illuminance.

- 13. A brightness adjustment method for a display device capable of changing a display brightness, comprising:
- acquiring a peripheral illuminance of the display device;

setting the display brightness of the display device in accordance with the acquired illuminance;

changing the display brightness within a predetermined brightness range using the set display brightness as a reference; and

determining the predetermined brightness range changed in accordance with the acquired illuminance.

14. A brightness adjustment method for a display device capable of changing a display brightness, comprising:

acquiring a peripheral illuminance of the display device;

setting the display brightness of the display device in accordance with the acquired illuminance;

changing the display brightness with a predetermined brightness width using the set display brightness as a reference; and

determining the predetermined brightness width changed in accordance with the acquired illuminance.